



Diversity Statement

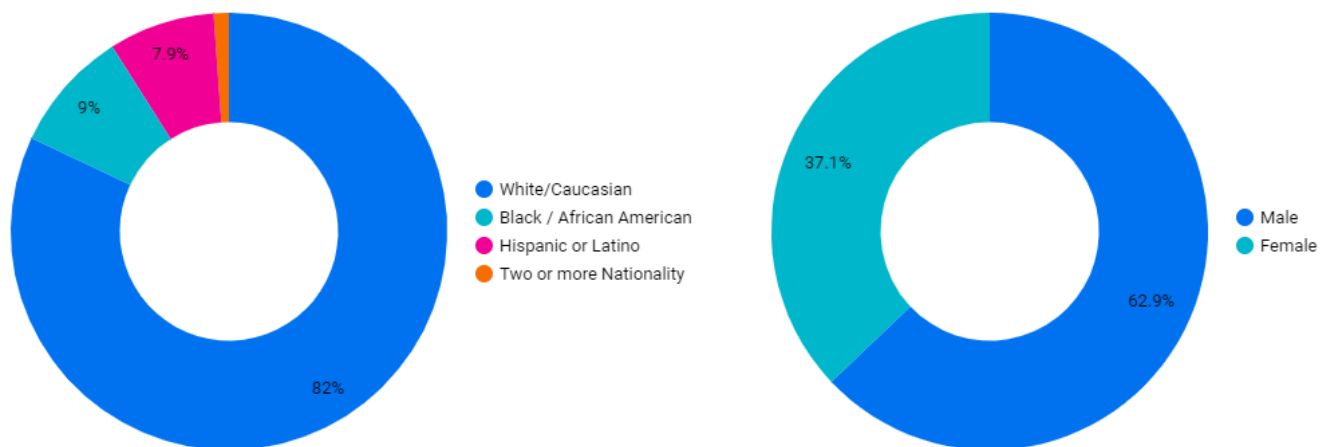
Message from the WITF Diversity & Inclusion Committee

Entering our third year as a full-time committee, the Diversity & Inclusion Committee continues to collect important data on the work WITF is doing to continue the growth of its diversity, equity, and inclusion initiatives. We continue to focus our efforts projects and changes that allow our editorial, educational, employment to continue its growth toward being a more diverse, equitable, and inclusive organization for the Central Pa. community. In the past two years, we've done so by expanding our educational efforts into underserved school districts. Besides providing educational resources such as bilingual books and events, we are also working to serve a neuro diverse population by providing quiet spaces at events when possible. We are also working to expand our educational efforts beyond the classroom and community setting by providing education technology in the areas of healthcare and the juvenile justice system with datacasting technology. Our goal as a committee continues to focus on providing advice and resources to WITF so that we can be a resource to everyone in Central Pa.

Demographics

The following statistics provide a snapshot of the diversity of the WITF Staff, Governing Board, and Community Advisory Board as of September 19, 2022. WITF remains committed to further increasing the diversity of these bodies through deliberate recruitment and selection activities.

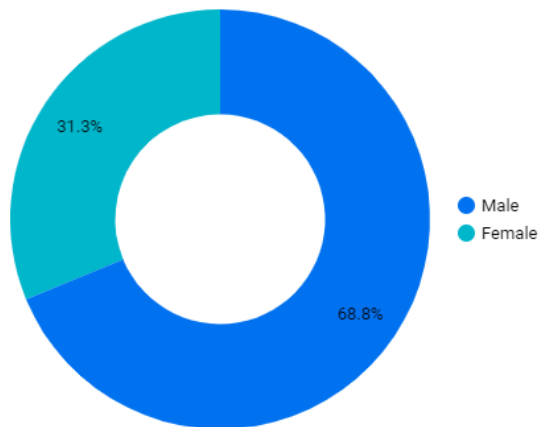
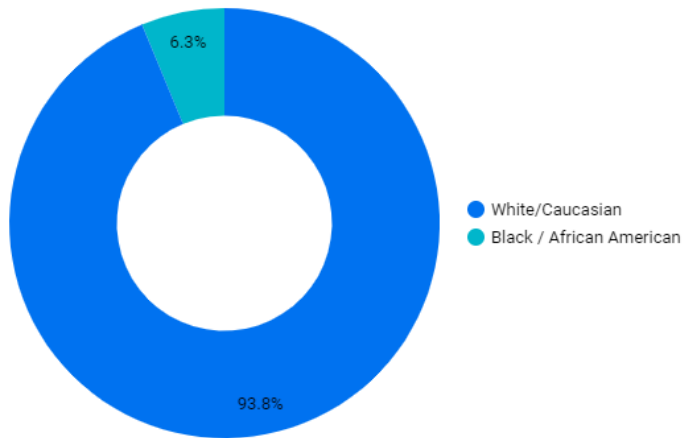
WITF STAFF – 89 EMPLOYEES



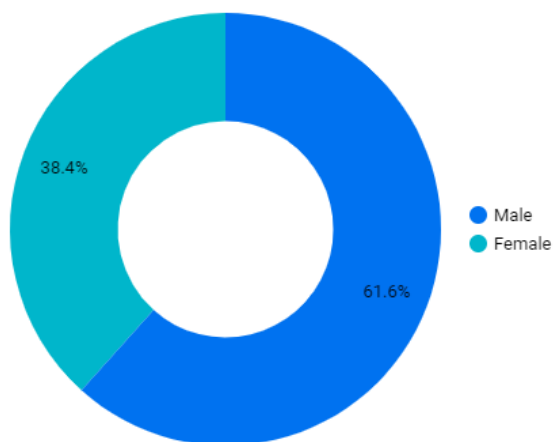
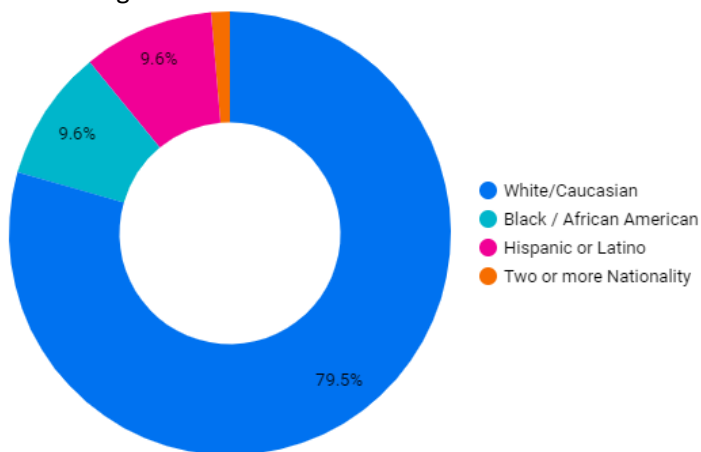


WITF STAFF (MANAGEMENT VS. NON-MANAGEMENT) – 89 EMPLOYEES

Management:

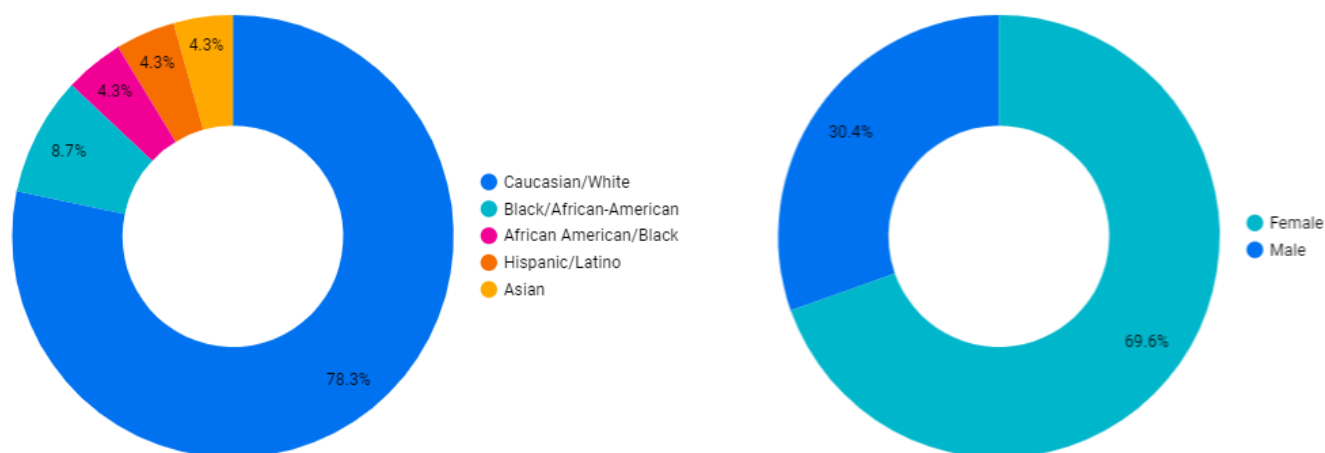


Non-Management:

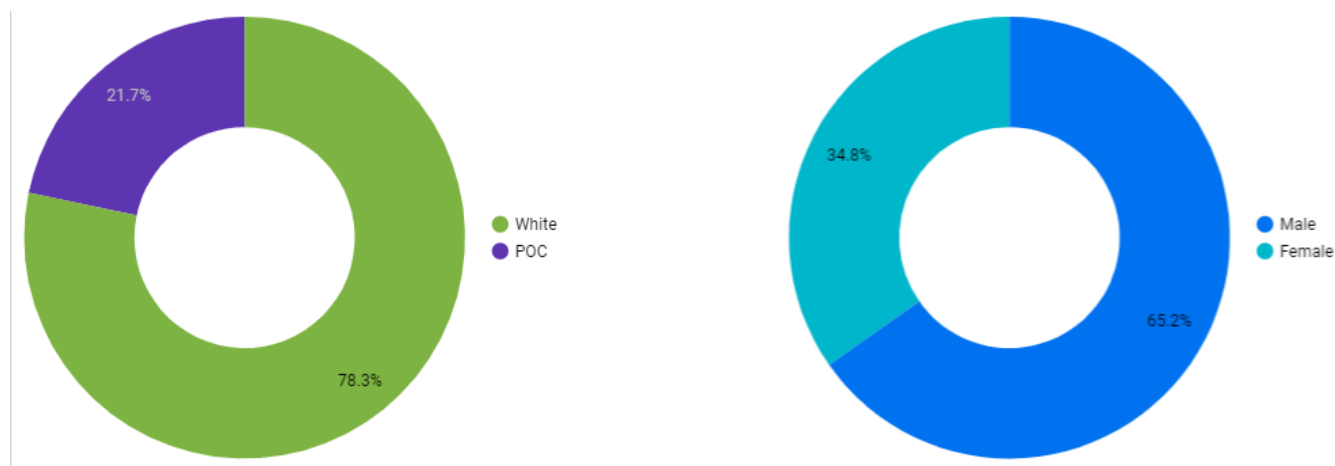




WITF GOVERNING BOARD – 23 MEMBERS



WITF COMMUNITY ADVISORY BOARD – 23 MEMBERS



Over the past fiscal year, WITF new 20 new employees. Human Resources, in consultation with the Diversity and Inclusion Committee, continued its efforts to make our recruitment process more diverse and inclusive by including new recruitment sources. These efforts led to an increase in racially diverse staff (15% to 18% of total staff) and an 3% increase in the number of women who now work at WITF (33% to 37% of total staff). In addition to the use of more diverse recruitment resources, representatives from Human Resources attended several job fairs including events at Millersville University and Shippensburg University. At this time, there are not any staff members who identify as American Indian or Alaska Native, or Asian or Pacific Islander.

WITF also continued its efforts to increase its diverse members on both our Board of Directors and Community Advisory Board. Our Board of Directors saw an increase in racially/ethnically diverse members (11% to 22% of



Board members) and an increase in the number of women serving (23% to 30% of Board members). The Community Advisory Board experienced an increase in racially/ethnically diverse individuals (18% to 22% of CAB members) and a 4% decrease in the number of female members serving (39% to 34% of CAB members). WITF remains committed to having a staff and board that mirrors the community it serves and is dedicated to continuing its efforts to recruit diverse members for its staff, Board of Directors, and Community Advisory Board.

Editorial Guidelines

From July 2021 through June 2022, WITF and the Diversity & Inclusion Committee achieved the following:

- The source participation survey did not collect enough usable data over the past year. The D&I Committee will work with the editorial team to determine the root cause for the lack of survey data.
- The Newsroom began to transition away from dedicating one editorial meeting per month to discuss diversity coverage. Instead, this process has been woven into their regular meetings. Reporters are now discussing these topics as well as utilizing the knowledge and experience of one specific reporter who dedicates their coverage to race and identity topics.
- The D&I Committee and WITF staff continued to create connections with community organizations that could provide further training opportunities in the future. WITF Leadership continued to share opportunities with newsroom staff from sources such as America Amplified and Report for America.

The integrity of WITF's journalism and programs are strengthened by incorporating varied viewpoints and lived experiences into our work. As WITF continues to review and reflect on how we can better serve our communities, we strive to do the following:

- Diversity, equity, and inclusion cannot be limited to just the staff of WITF. The newsroom will engage with diverse individuals throughout Central Pa to find new resources that will enhance the stories they tell.
- The committee will schedule quarterly meetings to review the survey data collected over the previous 90 days. The goal is to determine the root cause of the lack of usable data over the past year and improve our collection methods.
- The D&I Committee will continue to work with the editorial staff to provide opportunities for diverse and inclusive training opportunities for the newsroom staff.
- The editorial team will collaborate with WITF digital teams to find new ways to provide diverse access to WITF news and services through information in different languages and new distribution channels.

Staff bring with them their own understanding of the content they produce. But mindful, considerate, and responsible journalism and programming requires staff to consistently learn beyond their lived experiences.

Education, Audience & Community Engagement

From July 2021 through June 2022, WITF has worked on and reached the following results:

- WITF stopped subscribing to demographics from linear broadcasting due to the decreasing audience on linear platforms such as traditional over the air or cable subscriptions.



- Listening sessions were held in conjunction with our rebranding effort. Through these efforts, we better learned about the makeup of our community. We will use this information to create an engagement strategy with our Marketing Department.
- Representatives of the D&I Committee met with the Community Advisory Board at the beginning of FY2022 to review the results of the FY2021 goals and presented the goals for FY2022.
- We developed relationships with our *Family Play and Learn* community partners and the people they serve by co-hosting 8 free family night events in York and Lancaster locations. Enacting our commitment to the inclusion of diverse voices and perspectives, we introduced bilingual (English/Spanish) book giveaways and included bilingual signage at our activity stations. We continued to offer food/snacks, educational activities and a meet and greet with a PBS character.
- We continued our relationships with our *Path to Kindergarten* community partners by delivering a variety of bilingual (English/Spanish) to 6 partners in Dauphin, Cumberland and Lebanon counties.
- During the 2021-2022 school year, our *Explore in the Classroom* program visited 19 Kindergarten classrooms and distributed educational kits to 35 Kindergarten classrooms in the school districts of Harrisburg, Lancaster and York City. Each student received four brand new books (including one bilingual English/Spanish) to take home. A total of 4,948 books were distributed!
- To accommodate social and emotional support and opportunities for neuro-diverse learners, WITF set up a “quiet play space” referred to as “Calming Corner” within WITF’s Public Media Center. This was successfully used and appreciated by families at an event during the summer.
- WITF along with PA PBS pivoted “Learning at Home” to “Your Learning Neighborhood” in response to schools returning to in-person instruction. [Your Learning Neighborhood – Pennsylvania PBS](#). This resource is part of our DE&I work in that it addresses systemic inequities in terms of access to educational materials, in under-resourced schools, communities, and homes.
- We continued partnerships with the PA Department of Education, Intermediate Units and local school districts to support teachers and connect learners of all ages to standard aligned PBS resources.
 - We offered weekly activity guides tied to Pre-K Pennsylvania Learning Standards for early learners. Schedules and activity guides were offered in English and Spanish.
 - WITF produced two additional productions: [Family Night: Space – Pennsylvania PBS](#) and [Family Night: Weather and Climate – Pennsylvania PBS](#) —both highlighting diversity and career pathways in these STEM fields.
- WITF launched a successful virtual field trip with York STEAM Academy middle school students to define and highlight media literacy while showcasing career pathways in media industry. [News Media Literacy | WITF](#)
- WITF received two substantial grants to introduce and expand educational resources and interactive learning opportunities (i.e. maker labs) that will support learning in under-resourced schools and communities.
- WITF continues to use datacasting to connect prisons, homes and health centers with learning resources ensuring these groups have equitable access to digital resources when broadband access may not be possible or affordable.

WITF hosts unique community events and education programs designed to engage diverse audiences. The work we do within our community highlights our commitment to reaching out to people of all ages, backgrounds, gender and identities, races, abilities, and religions.



Over the next year, WITF will do the following to continue those efforts to be an inclusive resource for the community we serve:

- As we transition from tracking viewer demographics from linear television to digital viewership, our digital and content teams will determine the best metrics to measure the growth of diverse audiences in Central Pa.
- A representative from the D&I Committee will attend at least 1 Community Advisory Board meeting in FY2023
- In all Events (e.g. *Explore in the Classroom*, *Play and Learn*, *Ready, Set, Explore*) —We are working to expand and develop content to offer more robust STEAM and bilingual learning tools and resources to all learners. With the support of Research and Development, we plan to expand the program to upper grade levels and offer professional development to teachers and educators in coordination with the program to ensure that our high-quality educational programs are not exclusive to learners of one particular age group.
- Educational tools and accessibility
 - Content: To increase equitable access to rigorous, standards-aligned, grade-level education, we will design more learning opportunities that connect to the PA Core within an inquiry-based framework, shifting our activity tables to inquiry stations. To focus this effort, our goal is to organize around three key areas: (1) Imagination and Play, (2) Inquiry, Science, and Phenomena, and (3) Arts and Music.
 - Physical: We recognize a need to be more conscious of physical access, including things like lower tables for small children and wheelchair access. We are also increasing our conscious attention on including diverse physical representation in materials.
 - Language: We recognize a need to expand use of multilingual materials and honor multiple dialects. We may even look at read-aloud recordings of books offered so that children and families have access to the story in other modes than print.
 - Racial and Ethnic diversity: We recognize a need for affirming representation of people of different races and ethnicities. This may include diverse characters, food, activities, staff, and volunteers.
- Media Literacy: WITF is in the process of developing a robust media literacy program for middle and high school learners. Our goal is to design this program within the lens that equitable access to unbiased and uncensored information is a matter of civic social justice. This program will include resources to better prepare students, teachers, and adults to recognize fake news and modified or missing perspectives.
- Your Learning Neighborhood: Continue partnerships in the Education community as well as collaborative efforts with PA PBS to bring free, accessible, and robust learning opportunities designed for all learners from early childhood to workforce development.
- Professional Development:
 - Internal: Our team will begin monthly professional learning in October focused on diversity, equity, and inclusion. Each month, we will engage in a shared reading of a text, podcast, or video and then discuss as a group and map the ways in which the information connects to and informs our work in education. Our first piece is the Ted Talk [The Danger of A Single Story](#) by Chimamanda Ngozi Adichie.
 - External: Leveraging our team's collective expertise, we will design teacher professional learning that introduces diverse pedagogies, diversity perspectives, and DE&I content to help teachers



strengthen their own instructional and assessment practices to ensure equity in their classrooms and schools.

- Career Exploration and Discovery: Our goal is to showcase at each event diverse pathways to various careers, so highlight the growth mindset that *I can be anything* regardless of sociocultural backgrounds. This will include inviting participation from staff, partners, and/or community members to ensure that we have diverse representation in careers and pathways.
- WITF will continue working with various regional and state partners on developing programs such as datacasting so that learners of all ages will have adequate connectivity and/or technology in accessing on-line services no matter where they live. [Datacasting – Pennsylvania PBS](#)

Employment Practices

From July 2021 through June 2022, WITF and the Diversity & Inclusion Committee achieved the following results:

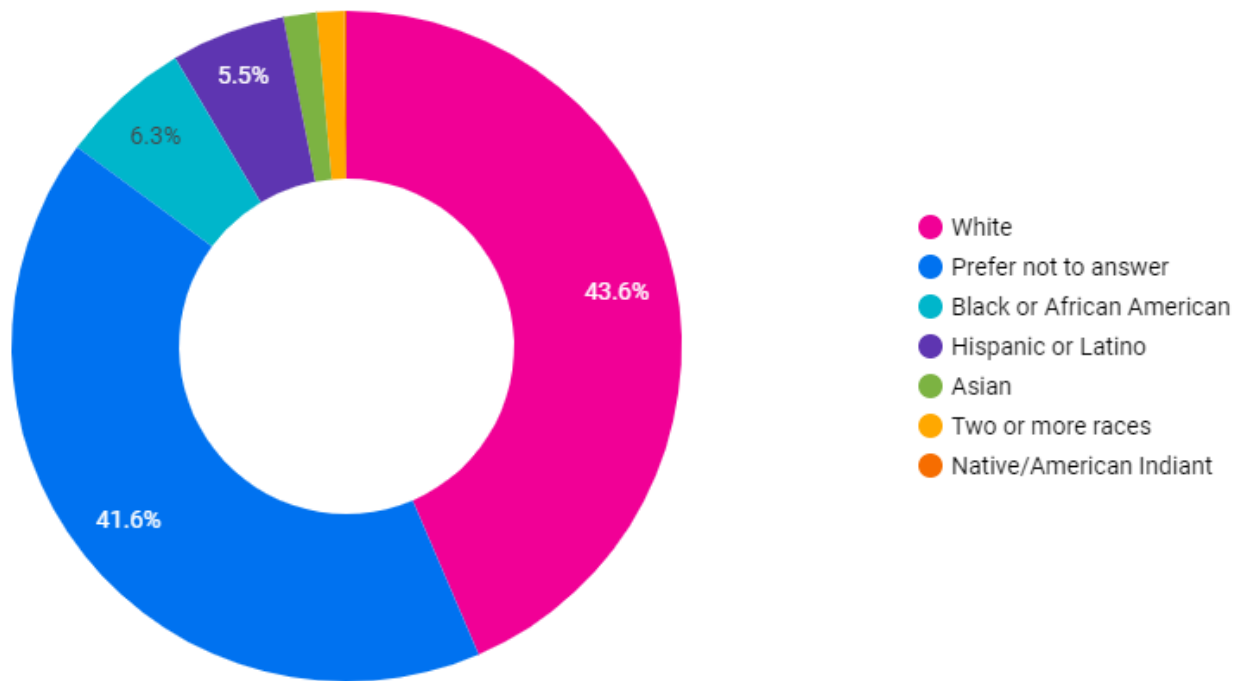
- The D&I Committee began the process of transitioning the monthly staff newsletter to an external newsletter that includes diverse perspectives from staff. This project involves collaborating with the Marketing Department.
- The D&I Committee hosted a virtual training for staff on LGBTQ+ topics in the workplace entitled LGBTQ+ 101. The training was led by a representative from the LGBT Center of Central Pa.
- WITF hosted a Juneteenth cookout and celebration for staff. During this event, a local community leader joined WITF to share more about the history of Juneteenth and how community members can be allies to the continued social justice efforts. We also hosted a local artist and food vendors of color who provided food and art to the staff.
- While the racial and ethnicity demographics of the WITF staff increased in the past year, the number of racially and ethnically diverse applicants declined to 14% from an average of 20% over the previous 3 years.
- Juan Johnson from the Riley Institute at Furman University provided a training to our senior staff members and our Board of Directors on diversity in the workplace and public media.
- Over the past fiscal year, Human Resources engaged with new recruitment resources such as the Association of LGBTQ Journalist, Black Career Women’s Network, People of Color in Tech, Where Are the Black Designers, and HBCU Connect.

WITF continues to strive to be a diverse, equitable, and inclusive organization. The D&I Committee will continue to work with the Director of HR along with senior management to foster and employee experience that is rooted in DEI principles by setting the following goals:

- Recruitment Resources – The Director of Human Resources will work with the D&I Committee to identify and utilize at least 2 new recruitment resources for us in the current and future recruitment of employees and interns.
- Applicant Demographics - From FY2018-2021 the percentage of racially diverse candidates who applied to WITF’s open positions averaged 20%. Over 3 years beginning in FY2022, our goal is to increase that number to 26%. Progress will be monitored annually in the Diversity Statement. We experienced a lower



number of diverse applicants in FY2022 compared to the 3-year average of 20%. Below, the applicants race/ethnicity demographics are visualized.



- Continuing Learning and Development – The D&I Committee will continue to develop an ongoing training schedule for staff and department-level training programs on DEI topics. In consultation with the D&I Committee, the Director of HR will schedule two training sessions for staff to attend during FY2023.

Contact the Diversity & Inclusion Committee at WITF

WITF strives to foster a more inclusive environment through the goals we have set in this Diversity Statement. We will highlight our progress on our website, [Diversity, equity and inclusion at WITF | WITF](#) and update our Diversity Statement annually to hold our organization accountable and cultivate the change needed so that we hear and reflect every voice in our community. We will use our annual statement to reassess how to continue our growth and rededicate ourselves to the ideals that are necessary to be a diverse and inclusive member of Central Pennsylvania.

If you have a question, comment, or recommendation, please reach out to WITF’s Diversity & Inclusion Committee by contacting Alan Wadsworth, Director of Human Resources, at 717-910-2803 or Alan.Wadsworth@witf.org.

Diversity & Inclusion Committee Representatives



Alessandra Amorós, Associate Producer
Jennifer Balda, Education Project Coordinator
Gaswick Joseph, Facilities Attendant
Andrea Kolb, Vice President of Education
Blake Lynch, Sr. VP/Chief Impact Officer
Anthony Orozco, Multimedia Journalist
Alisha Perry, Customer Service Representative
Alan Wadsworth, Director of Human Resources